



1



2

SLIMEFIT3™ LX/TRUE3FIT™ LX
MSRP: \$249
In Market: December 2020

FITS 3 IN A ROW & READY TO GROW!

- Fits 3 car seats across, saving space in your backseat without compromising on the safety you trust and the features you need!
- 3-in-1 car seat comfortably grows with your child from 5-100 lb
- Measures 16.7 inches wide, with a **spacious seat** for your child's comfort and a **slim design** for more room in the back seat
- Breathable mesh **airflow** channels


3
MODES OF USE!

REAR-FACING HARNESS
5-40 lb

FORWARD-FACING HARNESS
22-65 lb

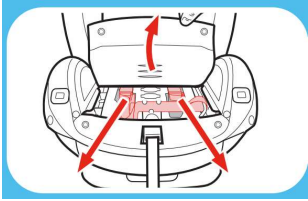
HIGHBACK BOOSTER
40-100 lb

3

**SLIMFIT3™ LX/TRUE3FIT™ LX: LOWER ANCHOR STORAGE**

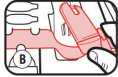

Lower Anchor Attachment stored in the base of the seat, underneath the seat pad

Instructions for Removing



2. Remove Lower Anchor Attachment from Storage Location

Lift seat pad and remove lower anchor connectors from storage location. First, push on the tab on the seat in front of the lower anchor connector (A) and then pull on the lower anchor strap to remove the lower anchor connector (B). Repeat on the other side.



4

**TRIOGROW™ SNUGLOCK® ft. Anti-Rebound Bar** MSRP: \$329.99



INSTALLS IN **Less than 1 MINUTE** SNUGLOCK® TECHNOLOGY

3 MODES OF USE!

REAR-FACING HARNESS 5-40 lb

FORWARD-FACING HARNESS 22-65 lb

HIGHBACK BOOSTER 40-100 lb

- **3-in-1 car seat** helps protect your child from 2.2 - 45 kg (5-100 lb)
- **SnugLock® Technology** helps install in less than 1 minute using vehicle seat belt or UAS.
- **Anti-Rebound Bar** provides an additional layer of rear-facing safety by limiting rebound of the seat and your child in the event of impact.
- **ProtectPlus Engineered™** helps to protect your little one in frontal, side, rear and rollover crashes

5

**TRIRIDE®** MSRP: \$159.99 Jan 2021



3 MODES OF USE!

1 REAR-FACING HARNESS 5-40 lb

2 FORWARD-FACING HARNESS 22-65 lb

3 HIGHBACK BOOSTER 40-100 lb

- **3 in 1 car seat** helps protect your child from 5-100 lb
- **ProtectPlus Engineered™** helps to protect your little one in frontal, side, rear and rollover crashes
- **No-Rethread Harness – Simply Safe Adjust™ Harness System** headrest and harness adjust together

6

GRACO 4EVER® DLX EXTEND2FIT® MSRP: \$349
premier 4-IN-1 CAR SEAT featuring Anti-Rebound Bar

4 MODES OF USE
 10 years of use





1
Rear-Facing
Harness
4-50 lb



2
Forward-Facing
Harness
22-65 lb



3
Highback
Booster
40-100 lb



4
Backless
Booster
40-120 lb

Model shown is 4EVER DLX LX. ©2020 Graco. All rights reserved.

7

GRACO EXPANDING THE CORE
 Introducing the new line of Graco Infant Car Seats!

2020 INNOVATION

SnugRide® 35 Lite LX
\$99.99

SNUGRIDE LITE



2021 INNOVATION

| SnugRide® SnugFit™ 35 | SnugRide® SnugFit™ 35 LX | SnugRide® SnugFit™ 35 DLX | SnugRide® SnugFit™ 35 DLX XL SS | SnugRide® SnugFit™ 35 Elite | SnugRide® SnugFit™ 35 Elite Premier | SnugRide® SnugFit™ Base |
|-----------------------|--------------------------|---------------------------|---------------------------------|-----------------------------|-------------------------------------|-------------------------|
| \$199.99 | \$169.99 | \$199.99 | \$199.99 | \$249.99 | | \$99.99 |

SNUGRIDE SNUGFIT SERIES



NEW FEATURES

SnugRide® Lite™



LIGHTWEIGHT, EASY TO CARRY



4-POSITION ADJUSTABLE BASE

SnugRide® SnugFit™ Technology



ANTI-REBOUND BAR PROVIDES EXTRA LAYER OF REAR FACING SAFETY



SIMPLY SAFE FRONT ADJUST™ NO-RETHREAD HARNESS



SNUGLOCK™ INSTALLATION

8

NEW GRACO

THE NEW INFANT CAR SEAT LINE UP

| | SnugRide® SnugFit™ 35 \$199.99 | SnugRide® SnugFit™ 35 LX \$169.99 | SnugRide® SnugFit™ 35 DLX \$199.99 | SnugRide® SnugFit™ 35 Elite \$249.99 |
|--------------------------------------|-------------------------------------|--------------------------------------|---------------------------------------|---|
| PROTECTS INFANTS 4-45 LB & UP TO 32" | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| GRACO® PROTECT PLUS ENGINEERED™ | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| ANTI-REBOUND BAR | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| NO-RETHREAD HARNESS | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| RAPID REMOVE SOFT GOODS | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| SILENT SHADE CANOPY | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| SNUGLOCK TECHNOLOGY | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| ONE-HAND ADJUST HANDLE | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| PREMIUM HEAD AND BODY SUPPORT | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| QUILTED PREMIUM FABRICS | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |
| ALL-WEATHER BOOT | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> | <input checked="" type="checkbox"/> |

9

Graco Cust. Svc. 1-800-345-4109
www.newellbrands.com and www.gracobaby.com
and www.centurybaby.com

Safety/Advocate Pricing for Graco please contact
Mercury Distributing 1-800-815-6330
ext. 122 or ext. 118

10



c century

MACPS CPS JPMA
Child Passenger Safety Update 2021
Carol Helminski
carol.helminski@newellco.com

11

HAPPY PLANET collection



How Our Happy Planet Collection Fabrics Come to Life

Plastic water bottles → Chips → Fiber → Fabric

12

NEW

CARRY ON™

INFANT CAR SEAT

THE

Weightless

Wander

Made from recycled plastic



FEATURES

- ▶ ULTRA **LIGHTWEIGHT** DESIGN (< 7LB)
- ▶ HAPPY PLANET COLLECTION – made from recycled plastics
- ▶ SIZED FOR LITTLES FROM 4-35 LB
- ▶ **3 POSITION** ADJUSTABLE BASE
- ▶ INFANT SAFETY HEAD SUPPORT
- ▶ ONE STEP STROLLER & BASE CONNECTION – ALL CENTURY STROLLERS & BASES
- ▶ SEAMLESS **INTEGRATED CANOPY** WITH FRESH, CLEAN DESIGN
- ▶ KEEP SAFE™ TESTED

C

KeepSafe

MSRP: \$89.99

Weight: 6.8 LB / 10.6 (w base)

Product Specs: 14.5 H" x 26.5 L" X 17.25 W"

13

NEW

CARRY ON™

ULTRA LIGHTWEIGHT

Weight: 6.8 LB / 10.6 (w base)

Product Specs: 14.5 H" x 26.5 L" X 17.25 W"

Made from recycled plastic



SEAMLESS, INTEGRATED CANOPY

KEEP SAFE™ DESIGN & TESTED

SEATBELT OR LATCH INSTALL

SIDE IMPACT PROTECTION

WASH ME™ EASY CLEAN SEAT PAD

4-POSITION ADJUSTABLE HANDLE

ONE-HAND FRONT ADJUST HARNESS

ONE STEP STROLLER CONNECTION, COMPATIBLE WITH ALL CENTURY STROLLERS

Ultra lightweight <7lb

3-POSITION ADJUSTABLE BASE

C

KeepSafe

14

NEW

DRIVE ON™

3-IN-1

FITS 5 to 100lb

THE

Fantastic

Fit

UP TO 100 LB



FEATURES

- ▶ 3-IN-1 CAR SEAT FOR USE REAR FACING UP TO **40LBS** AND FORWARD FACING UP TO **100 LB**
- ▶ **SUPER LIGHTWEIGHT** DESIGN (13.5 LB!)
- ▶ **SLIM, SPACE SAVING** DESIGN
- ▶ **NO-RETHREAD HARNESS** SYSTEM – ONE-HAND, 6-POSITION HEADREST AND HARNESS ADJUST TOGETHER
- ▶ **6-POSITION RECLINE** FOR ADDED COMFORT – 3 RF AND 3 FF
- ▶ KEEP SAFE™ TESTED
- ▶ LONGER LATCH USE:
 - REAR-FACING: NO LIMIT (CAN USE FOR ENTIRE REAR-FACING WEIGHT RANGE 5-40 LB)
 - FORWARD-FACING: *EXTENDED USE* = 55 LB

C

KeepSafe

MSRP: \$144.99

Weight: 13.5 LB

Product Specs: 21.75 H" x 20.75 L" X 19 W"

15

5

DRIVE ON™ 3-IN-1

FITS 5 TO 100LB

Century

MADE FROM RECYCLED PLASTIC

ONE-HAND, 8-POSITION HEADREST

NO-RETHREAD HARNESS

ONE-HAND, 6 POSITION

SEATBELT OR LATCH INSTALL

KEEP SAFE™ DESIGN & TESTED

HARNESS STORAGE

Slim, Space Saving Design

INFANT SAFETY SUPPORT & HARNESS COVERS

WASH ME™ SEAT PAD

2 CUPHOLDERS

ONE-HAND FRONT ADJUST HARNESS

6-POSITION RECLINE (3 RF, 3FF)

Century

MADE FROM RECYCLED PLASTIC

16

BOOST ON™ HIGHBACK BOOSTER

2-IN-1 BOOSTER

Sneak Peek!

Ships Dec 2021

Century

MADE FROM RECYCLED PLASTIC

READY TO ...

Protect On

Century

MADE FROM RECYCLED PLASTIC

HAPPY PLANET collection

KeepSafe

Growing Up Happens

2 stages, 1 booster car seat

insights

FOR BOOSTERS, PARENTS WANT A SEAT THAT GROWS WITH CHILDREN AND CAN CONVERT WITH MULTIPLE MODES OF USE.

PARENTS ARE LOOKING FOR LIGHTWEIGHT & SLIM CAR SEATS THAT ARE EASY TO TRANSITION FROM CAR TO CAR.

2/3 MOMS ARE MORE INTERESTED WHEN MATERIALS ARE RECYCLED

features

2-IN-1 BOOSTER FOR BIG KIDS 40 TO 120LB

6 POSITION HEADREST

2 CUPHOLDERS

EASY TO USE BELT GUIDES FOR BIG KIDS

KEEP SAFE™ TESTED

HAPPY PLANET COLLECTION WITH RECYCLED MATERIALS

MSRP: \$44.99

PLAY PRODUCT DEMO

Recycled Materials

Recycled Foam Product

Recycled Plastic

Recycled Plastic

17

BOOST ON™ HIGHBACK BOOSTER

2-IN-1 BOOSTER

Sneak Peek!

Ships Dec 2021

Century

MADE FROM RECYCLED PLASTIC

Century

MADE FROM RECYCLED PLASTIC

6 POSITION, 1-HAND ADJUST HEADREST

KEEP SAFE™ SIDE IMPACT PROTECTION

EASY TO USE BELT-GUIDES

2-in-1 Design - USE UP TO 120 LB

2 INTEGRATED CUPHOLDERS

HAPPY PLANET collection

KeepSafe

Century

MADE FROM RECYCLED PLASTIC

Recycled Materials

Recycled Foam Product

Recycled Plastic

Recycled Plastic

18

6



Customer Service
1-844-385-0249
www.newellbrands.com



Visit www.centurybaby.com
for more information

19



20

CITY TURN – ROTATING CONVERTIBLE CAR SEAT

a fresh new spin on the car seat, the city turn rotating convertible car seat features a secure one-hand 180° turn in rear-facing mode, to get baby in and out of the car easier





soft, lightweight fabrics feature COOLMAX® moisture-wicking material like your favorite workout wear. it's breathable, cooling, and resistant to wrinkling and fading over time.

City Turn brings your child 10 inches closer to you when rotated for easy in and out

tested to reality under extremes with TRUE Test Plus™ enhanced safety standards tested to meet or exceed NHTSA federal safety standards

integrated rear-facing & forward-facing RAPIDLOCK™ belt tensioner

- + push button latch
- for simple, secure installation in seconds

colored belt paths and dual bubble level indicators help ensure a proper and level install in your car

steel-reinforced frame and EPP absorbing foam for peace of mind

10-position headrest & 5-position recline with no-rethread harness makes adjusting your seat quick & simple as your child grows

launch details & specifications

MSRP: \$499
available Q4 2021
supports 4 to 50 lbs in rear-facing mode,
22 to 65 lbs in forward-facing mode

21



COOLMAX®
ALL SEASON TECHNOLOGY

Swoop design highlights turning motion and defines area for **COOLMAX®** technology

Helps keep your child cool and comfortable with soft, lightweight fibers featuring **COOLMAX®** moisture-wicking material. Like your favorite workout wear, it's cooling and resistant to fading over time


Moisture-Wicking Material


Helps Keep Child Cool and Comfortable


Wrinkle and Fade Resistant

22



Customer Service Phone:
1-800-241-1848
M-F 8-5 p.m.
www.babyjogger.com

23
